

COURSE SYLLABUS

ARTC 1349 (3:2:3)

Art Direction I

Design Communications

Creative Arts

Technical Education Division

Levelland Campus

SOUTH PLAINS COLLEGE

## COURSE SYLLABUS

COURSE TITLE: ARTC 1349 Art Direction I  
INSTRUCTOR: Robert Cloud  
OFFICE LOCATION: TA 107  
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OFFICE HOURS: TBA

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT'S LIFE

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### I. GENERAL COURSE INFORMATION

- A. **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.
- B. **End-of-Course Outcomes:** Identify aspects involved in a campaign; summarize client-related business practices involved in a campaign; execute an advertising campaign from thumbnails to presentation; and presentations/simulate client/agency interactions.
- C. **Course Competencies:** Upon successful completion of this course each student will have demonstrated through examination and projects a competent understanding of:
  - 1. The use of the computer as a graphic tool.
  - 2. Design, mechanical and production process
  - 3. A variety of imaging techniques and processes
  - 4. Saving, filing, and printing procedures
  - 5. Terminology as it pertains to the graphic arts industry
  - 6. Organizational skills and documentation
  - 7. Leadership
  - 8. Advertising plan
- D. **Academic Integrity:** It is the aim of the Design Communications faculty to foster a spirit of complete honesty and high standard of integrity. The attempt of any student to present his or her own work which he or she has not honestly performed is regarded by the faculty and administration as a serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism (see "Academic Integrity" and "Student Conduct" sections of the college catalog.) At times, working with other students is encouraged for some assignments and meets SCANS competencies C-9 through C-14. If you have any questions as to whether you may work with other students on any assignments. ASK YOUR INSTRUCTOR.

- E. **SCANS and Foundation Skills.** This course contains the following SCANS competencies: C-1, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, C-12, C-13, C-14, C-15, C-16, C-17, C-18, C-19, C-20. The following Foundations skills apply to this course: F-1, F-2, F-3, F-4, F-5, F-6, F-7, F-8, F-9, F-10, F-11, F-12, F-13, F-14, F-15, F-16, F-17.

## II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS:

- A. There is no textbook for this course. Learning materials will be in the form of handouts or printouts on the Internet. The instructor reserves the right to require additional materials from time to time.
- B. Attendance Policy - Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus. When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

The South Plains College attendance policy is stated in the General Catalog. Punctual and regular attendance in class is required of all Design Communications students. Each student is responsible for all class work covered while he or she was not in class. At the discretion of the instructor, a student may complete makeup work assignments for unavoidable absences. The instructor uses discretion to administer an "X" or "F" grade when a student has excessive absences. In the event a student is not able to complete course work, he or she is expected to take initiative to initiate a student withdrawal notice that results in a "W" grade when completed before the last college "Drop date." All students must complete or remain in compliance with TASP requirements.

Because of the nature of this program, the Design Communications program has modified the absentee policy as follows: After a student has missed three regular days of class, his or her final grade will be dropped one letter for each additional absence. A student who has missed four class days may be dropped at the instructor's discretion. Tardiness for two class days equals one absence and will be used to consider this policy.

**Excused absence:** An absence that has been discussed prior to the missed class and arrangements have been made to make up the work; or a student presents documentation as explanation of the absence; or the student calls and leaves a voice mail or sends an email prior to the class missed. Making up an absence: It is at the instructor's discretion to allow a student to do additional work to make up an excused or unexcused absence.

The lab is an intricate part of a class. If a student attends the class but misses the lab, the student will be marked absent for the whole class period.

The chairperson of the Creative Arts, Administration, or Counseling Department must approve, in writing, any deviation from the attendance policy.

- C. **Assignment policy:** All required work must be turned in on time in order that the student may benefit from the corrections and study for future examinations. Assigned outside work is DUE ON THE CLASS PERIOD ASSIGNED. Late work is generally not acceptable; however, special consideration is subject to the instructor's discretion for exceptional circumstances. The instructor has sole discretion whether the exception is cleared and whether or not the work is acceptable. Should the instructor agree to accept late work, the assignment will be downgraded 5 points per day for each class day the assignment is late.
- D. **Grading Policy/Procedure and/or methods of evaluation:** A student's final grade is determined by averaging all examinations, projects and participation grades. Should a student's grade average drop below 70 percent (C) the student will be required to attend a one-hour tutoring session until the average is brought back up. Failure to attend this session will be considered an absence and added as such.
- E. **Grading Defined:**  
90-100            A            Art Director  
Art director takes an assignment and makes it their own. By incorporating the requirements and exceeding all limitation including psychological. An art director will take a project to the next step establishing characteristics of thought, emotion, development and design working through any technical limitations or requirements. The art director achieves a more dimensional design with a broader meaning and message. This additional level is obtained without any change in time restraints and technical requirements. It tells a story, makes you think or creates an emotional reaction. The piece usually has a sense of what is defined as overtone.  
This level of work reaches a professional level that makes the piece unique within itself and stands out as an individual thought or the results of a unique design process.

80-89            B            Graphic Artist

A graphic artist works within the limitations of the assignment. He stays within the requirements, but develops those limitations to their fullest. They use creative techniques to create physical and visual responses to the assignment which will improve the overall appearance or show a better understanding of the requirements. But fail to take the piece beyond the creative and technical limitations to the psychological level.

This level reaches a professional level that visually makes the piece unique and all technical aspects are used and recognized, and done within the deadline.

70-79            C            Production Artist

A production artist takes the assignment and recreates it as demonstrated or required exactly as proposed. Technical design elements such as proximity, line, etc may be followed, but the production artist is limited to and by the technical requirements of the piece. No creative processes are used and no decisions or risk are taken.

This level reaches a professional level that visually and technically equal the requirements of the assignment.

60-69            D            Amateur

An amateur is an artist who falls short of the basic requirements of a piece. Unlike a production artist who only completes the requirements and does it well the amateur completes the project but fails to reach the required level of technical expertise. These are aspects that may require more practice, or lab time but are believed to be reachable within the artist's skills.

This level does not equal visually or technically the requirements of the assignments but appears to be a completed effort.

0-59            F            Failure

Failure is usually the results of poor time management or technical confusion (a lack of understanding how to do something) An incomplete project that does not reach the basic requirements of the assignment is considered incomplete and therefore a failure.

Requirements: the results anticipated by the instructor that shows the student is able to repeat a process or procedure that he/she has been shown through demonstration or lab work and have an understanding of how and when the procedure should be used.

III.

The final examination/project counts twice. The total average will determine the student's grade point average minus any absences and or tardies.

(Note: See the General College Catalog "Grade and Reports" for explanation of grades and grade point averages."

Projects are graded on completeness, presentation and technical correctness. Creativity and originality may contribute to additional points according to the instructor's discretion.

\*Makeup test may be administered at the discretion of the instructor; students are expected to be present and prepared for all announced examinations.

\*\*Final Examination is required for all students.

**Real-time projects:** These are projects from outside sources in which the instructor deems applicable to the curriculum. The instructor's discretion is used to assign these projects to the whole class, a particular group of students or an individual student. These projects may allow for special needs, such as leaving class early or coming in late as necessary. These projects may substitute for an assigned project or may be an additional project based on complexity. These projects are graded equally to any class project or examination.

Students may be required to attend events on and off campus for additional grades at various times. Failure to attend will result in either a low grade or an absence at the instructor's discretion. Students must be notified at least two weeks in advance of the event.

A. **Special Requirements:** Required materials

1. Pencils, an assortment of drawing pencils.
2. Black Sharpie
3. A ruler
4. Fine point or extra fine point "Bic" pen.
5. Small drawing pad (at least 8.5" X 11")

B. **Lab Policy:** the purpose of this policy is to encourage the careful and proper use of the Design Communications lab; including equipment, materials and supplies, in order to improve the educational opportunities of each student.

**NO FOOD OR DRINKS ARE ALLOWED IN THE LAB.** No backpacks or purses by the computers. No phones, ipads, mp3 players, or headphones are allowed in the lab unless with the permission of the instructor for the purpose of the lesson.

**Daily cleanup:** Each student is responsible for cleaning any area of the lab where he/she worked by the end of the class period. Lab equipment and supplies are to be returned to its place. Any paper, drawings or other materials left in the lab may be thrown away at the instructor's discretion.

**Lab equipment:** Lab equipment is not to be used without permission and supervision of the instructor. When used, lab equipment is to be cleaned and left in good condition. All trash is to be disposed of.

**Computers:** The Design Communications computers are set up for specific purposes, exercises, and projects. A student may not add or delete anything from the computer without the permission of the instructor. Nothing about the computer may be changed without the permission of the instructor or lab assistant. You may NOT change or alter the screen saver or desktop.

If not having assigned computers, the computers are assigned on a first come, first serve basis at the beginning of each lab. It is the responsibility of every student to save his work on a regular basis and place his or her files in the proper folders.

A crashed computer is not an excuse for not turning in an assignment. It is normal for computers to crash and work be lost. It is the student's responsibility to save on a regular basis. Most assignments are turned in electronically. It is the student's responsibility to see that all assignments have been properly turned in the specified location.

It is the purpose of this program for all students to work in a quiet, professional environment. Students must show restraint from using the classroom and lab as anything other than a time to learn, work and explore.

**Distraction** is a behavior that prevents a student or students from giving their full attention to a task. Examples of past distractions are excessive talking or visiting; hygiene; inappropriate dress; lack of attentiveness; habitual tardiness, aggressive or combative attitudes, failure to have assignments and supplies when needed, use of technology that intrudes on another's space or inhibits students from participating in the activities of the class, etc.

Students should report when they are prevented from giving their complete attention to any instructor or assignment due to an action of another student. Should the instructor recognize the activity as a distraction, the student will be asked to stop by being given a written notice that informs the student of the behavior. If the student fails to stop or correct the situation, the instructor will discuss the situation with the student. If the problem persists, the student will be asked to address the problem with the Program Coordinator, with the instructor present. The Program Coordinator will decide if the behavior warrants a meeting with the Dean of Students before the student is allowed to return to class.

#### IV. COURSE OUTLINE

- A. Art Direction– introduction
- B. Brainstorming – overview
- C. Advertising plan
- D. Organizing the team
- E. Defining options and access.
- F. Creating deadlines
- G. Meeting deadlines
- I Analyzing results

#### SOFTWARE

Any and all available software

\*Instructor reserves the right to add or subtract from software list

- V. ACCOMMODATIONS - Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

DIVERSITY STATEMENT: In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

CAMPUS CONCEALED CARRY STATEMENT: Campus Concealed Carry - Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at:

([http://www.southplainscollege.edu/human\\_resources/policy\\_procedure/hhc.php](http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php))

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

## SCANS COMPETENCIES

- C-1 **TIME**--Selects goal--relevant activities, ranks them, allocates time, and prepares and follows schedules.
- C-2 **MONEY**--Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives
- C-3 **MATERIALS & FACILITIES**-Acquires, stores, allocates, and uses materials or space efficiently.
- C-4 **HUMAN RESOURCES**--Assesses skills and distributes work accordingly, evaluates performances and provides feedback.
- INFORMATION--Acquires and Uses Information**
- C-5 Acquires and evaluates information.
- C-6 Organizes and maintains information.
- C-7 Interprets and communicates information.
- C-8 Uses computers to Process information.
- INTERPERSONAL--Works With Others**
- C-9 Participates as members of a team and contributes to group effort.
- C-10 Teaches others new skills.
- C-11 Serves clients/customers--works to satisfy customer's expectations.



- C-12 Exercises leadership--communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.
- C-13 Negotiates-Works toward agreements involving exchanges of resources resolves divergent interests.
- C-14 Works with Diversity-Works well with men and women from diverse backgrounds.

**SYSTEMS--Understands Complex Interrelationships**

- C-15 Understands Systems--Knows how social, organizational, and technological systems work and operates effectively with them
- C-16 Monitors and Correct Performance-Distinguishes trends, predicts impacts on system operations, diagnoses systems' performance and corrects malfunctions.
- C-17 Improves or Designs Systems-Suggests modifications to existing systems and develops new or alternative systems to improve performance.

**TECHNOLOGY--Works with a variety of technologies**

- C-18 Selects Technology--Chooses procedures, tools, or equipment including computers and related technologies.
- C-19 Applies Technology to Task-Understands overall intent and proper procedures for setup and operation of equipment.
- C-20 Maintains and Troubleshoots Equipment-Prevents, identifies, or solves problems with equipment, including computers and other technologies.

<b>FOUNDATION SKILLS</b>
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**BASIC SKILLS--Reads, writes, performs arithmetic and mathematical operations, listens and speaks**

- F-1 Reading--locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.
- F-2 Writing-Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals, reports, graphs, and flow charts.
- F-3 Arithmetic--Performs basic computations; uses basic numerical concepts such as whole numbers, etc.
- F-4 Mathematics--Approaches practical problems by choosing appropriately from a variety of mathematical techniques.
- F-5 Listening--Receives, attends to, interprets, and responds to verbal messages and other cues.
- F-6 Speaking--Organizes ideas and communicates orally.

**THINKING SKILLS--Thinks creatively, makes decisions, solves problems, visualizes, and knows how to learn and reason**

- F-7 Creative Thinking--Generates new ideas.
- F-8 Decision-Making--Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.
- F-9 Problem Solving--Recognizes problems and devises and implements plan of action.
- F-10 Seeing Things in the Mind's Eye--Organizes and processes symbols, pictures, graphs, objects, and other information.
- F-11 Knowing How to Learn--Uses efficient learning techniques to acquire and apply new knowledge and skills.
- F-12 Reasoning--Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.

**PERSONAL QUALITIES--Displays responsibility, self-esteem, sociability, self-management, integrity and honesty**

- F-13 Responsibility--Exerts a high level of effort and preservers towards goal attainment.
- F-14 Self-Esteem--Believes in own self-worth and maintains a positive view of self.
- F-15 Sociability--Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.
- F-16 Self-Management--Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.
- F-17 Integrity/Honesty--Chooses ethical courses of action.

## Pregnancy Accommodations Statement

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact Chris Straface, Director of Health and Wellness at 806-716-2362 or email [cstraface@southplainscollege.edu](mailto:cstraface@southplainscollege.edu) for assistance.

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