



ARTC 1349.115H4
Art Direction
Summer 2025
Monday - Thursday 9:00AM - 11:20AM
June 2nd - July 3rd
STEAM 137

Instructor Information:

Instructor: Cjackson

E-mail: cjackson@com.edu

Phone: 409-933-8535 – Office Number

Office Hours: By Appointment

Course Communication: You may email me at Cjackson@com.edu. I will respond within 48 business hours. However, I will most likely not respond past 5 pm and on weekends Th-Sun.

Student hours and location:

Lecture/Lab Monday, Tuesday, Wednesday, & Thursday 9:00am - 11:20pm, Steam Bldg. #22, Room 137

Required Textbook/Materials: No required textbook

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. Prerequisite: ARTC 1353 with a grade of "C" or better.

Course requirements:

Goals of this Course

An Advisory Committee of professionals that work within the Graphic Arts industry has determined goals for this course. This course is designed to introduce or build on the principles of page layout and design. Students will learn the fundamentals of an industry-standard layout application including workspace, menus, palettes, document setup, tools, navigation, and printing procedures. Students will complete all lessons and projects assigned by the instructor and design quality, professional-level printed pieces.

Required Supplies:

We will expect you to print a color proof copy in the library for 10 cents a page. Please have money for that.

1. Bainbridge Black on Black Mounting Boards (3) 11 in. x 14 in. **AND** (2) 14 in. x 20 in.
 - <https://www.texasart.com/group/1555/bainbridge-black-on-black-board.html>
 - [Amazon Link](#)
2. Xacto Knife with additional blades
3. Flash Drive
4. (1) 12 x 15.1/2 Manila Clasp envelope for turning in the project
5. Earbuds for viewing lynda.com videos when in the lab
6. Sketch Pad

If you need additional help with your logo or Brand Design, I recommend Lynda.com
The following titles you may find helpful in planning your design and producing it.

1. [Logo Design: Illustrating logo marks](#) 5h 6m
2. [Logo Design: Techniques](#) 4h 58m
3. [Logo Trend Report 2019-2020](#) 1h 4m (You might also be interested in viewing [Logo Trend Report 2017-2018](#) 1h 3m and [Logo Trend Report 2016-2017](#) 1h 4m)
4. [The Science of Logo Design](#) 41m 52s
5. [Logo Development: Identity Design and Discovery](#) 1h 11m
6. [Brand Redesign: Small Business](#) 1h 46m
7. [Graphic Design Tips & Tricks weekly](#) 7h 30m
8. [Branding for Designers](#) 1h 38m
9. [Logo Design: Handmade Aesthetic](#) 1h 21m
10. [Logo Design: Visual Effects](#) 1h 35m

As needed

1. Illustrator Quick Start 41m
2. Illustrator CC 2023 One-on-One Fundamentals 18h 15m
3. Illustrator CC 2023 Essential Training 4h 44m

Student Personal Responsibilities

1. Participate in course discussions and critiques, both in the classroom and online as needed.
2. Complete Hybrid design work.
3. Attend in-class lectures and complete the classroom drills.
4. Complete all projects, on time and in a professional manner. With quality and attention to every detail.
5. Attend all scheduled classes; attend any field trips or guest lectures.

DETERMINATION OF GRADE

Grading System

Items	Points	% Of Grade	Location
Project 1 Creative Brief	50	5	Hybrid
Project 1 Logo	350	35	Face to Face, Hybrid
Project 1 Business Package (<i>business card, letterhead, envelope</i>)	200	20	Face to Face, Hybrid
Project 1 Social Media	100	10	Face to Face, Hybrid
Project 1 Applications	100	10	Face to Face, Hybrid
Project 1 Billboards	200	20	Face to Face, Hybrid
Total	1000	100	

Please Note: (grades and projects subject to change)

***Because you are allowed to make changes in your designs until the end of the last week, grading is done during the final week. You will not know your project grades or final grade until the course is over.**

This mimics our industry by allowing you to work until the client deadline.

If you have concerns about your grades or feel that you may be in danger of failing, you should see your instructor immediately for a review of your work. To help keep you on task refer to the Art Direction Grade Sheet in D2L and use it as a personal checklist, follow all weekly requirements as published in this document. If you fall behind it will affect your designs and grades.

All typos will represent -5 points. (Typos include misspelled words, superfluous words/letters, extra spaces, double returns, etc.)

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to

the outcomes of that project, and students will be made aware of changes via blackboard grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional Lynda.com videos, textbook resources in the studio area, videos, help from classmates and instructor.

Grading Scale:

90 - 100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

Any grade below 60 is an F

*Remember that a grade of C is required to continue in most graphic art courses.

Late Work, Make-Up, and Extra-Credit Policy: Late and/or make-up Exams or Assignments are not allowed without the previous consent of the instructor. Any deviation from this policy would be only for extenuating circumstances, which are substantiated and approved as a special case by the instructor at the request of the student. These circumstances need to be communicated to the instructor as soon as possible.

All instruction missed is the responsibility of the student.

All work given a deadline will include -10 points for late work.

If given makeup or retake tests will include -10 points.

Attendance Policy: Roll will be taken each class period; 100% attendance is expected. More than 3 missed classes may result in a student being dropped from the course. The only exception to this rule is death within the immediate family or a note from the Doctor. Students missing more than 2 class days will drop one letter grade at the end of the semester. For example, an A student will drop to a B, a B student will drop to a C, and a C student will drop to a D.

Tardiness:

Tardiness after 15 minutes is considered an absence.

Communicating with your instructor: ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

Student Learner Outcomes: Upon successful completion of this course, students will:

1. Identify aspects involved in a campaign
2. Summarize client-related business practices involved in a campaign.

3. Execute an advertising campaign from thumbnails to presentations.
4. Critique presentations/simulate client/agency interactions and provide constructive feedback for other students

Additional Student Learning Outcomes:

5. Design and create effective computer-generated composites, utilizing a variety of software packages.
6. Apply fundamentals of graphic design principles, to produce the portfolio-level printed piece.
7. Multi-Task while working on class brand and non-profit community work.

Core Objectives: Students successfully completing this course will demonstrate competency in the following **Bolded Core Objectives:**

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information.
2. **Empirical and quantitative skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
3. **Communication skills** – to include effective written, oral, and visual communication
4. **Teamwork** – to include the ability to consider different points of view and to work effectively with ^[1]_{SEP} others to support a shared purpose or goal
5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ^[1]_{SEP} ability to engage effectively in regional, national, and global communities.
6. **Personal responsibility** – to include the ability to connect choices, actions, and consequences to ^[1]_{SEP} ethical decision-making

Student Learner Outcome	Maps to Core Objective(s)	Assessed via this Assignment
1. Identify aspects involved in a campaign.	Communication Skills	Write and Present the Creative Brief
2. Summarize client-related business practices involved in a campaign.	Social Responsibility	Project 1
3. Execute an advertising campaign from thumbnails to presentations.	Critical thinking Skills	Project 1

4. Critique presentations/simulate client/agency interactions and provide constructive feedback for other students	Teamwork	Presentation Critique online or in classroom
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Academic Dishonesty: Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a grade of zero on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

Plagiarism: Plagiarism is using someone else’s words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else’s words without giving a proper citation, copying directly from a website and pasting it into your paper, using someone else’s words without quotation marks. Any assignment containing any plagiarized material will receive a grade of zero and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

Resource about avoiding plagiarism:

<https://www.plagiarismtoday.com/2006/08/02/web-design-plagiarism/>

Plagiarism and web design: prevention and reaction

Student Concerns: If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If you continue to have questions after discussing your concern with me, please contact Dr. Kristina Jantz, Fine Arts Department Chair at kjantz@com.edu or 409-933-8255.

Course outline:

NOTE: The course Schedule is subject to change. But will be communicated online and in class.

- **THUMBNAILS** are loose hand-drawn sketches of preliminary ideas working on shapes, images, and font ideas.
- A **ROUGH** is a hand drawn sketch based on your favorite thumbnails. They should be neatly drawn to scale and include color
- **COMPUTER COMP** is the electronic file of your design, it includes all images, fonts, and colors. Layers are named and used correctly
- **FINAL COMPUTER FILE** is your final professional file, it must be flawless and attention to every detail is scrutinized before you present it to the client

WEEK 1

The primary objective this week is to understand what is expected, acknowledge due dates, research your project, decide on your business and name, write a creative brief, thumbnail and rough the logo

- Introduction, Course Overview, Course Schedule
- Discuss Creative Brief
- Project 1 Brand Logo production, Review Sample Designs, Present your business ideas
- Lectures Brands & Brand Identity, Types of Brand Marks
- Spot vs Process Color, Color Separations

What is Due	When is it Due (at the start of each class)
Quickly present your business ideas	Monday, June 2nd
Group Critique_Business Names (bring a list of 12 ideas, not one less!)	Tuesday, June 3rd
Group Critique_Logo Thumbnail Sketches (at least 5 ideas large enough for everyone to see from across the room, with sharpie, this will be placed on the wall in the studio for group critique)	Wednesday, June 4th
Group Critique_Logo Rough Sketches (refine your favorite sketches after previous days critique, samples must be full sheet size, done in sharpie, placed on the studio wall next to your thumbnails)	Thursday, June 5th

Creative Brief Continue on logo production, critiques, lecture	Thursday, June 5th (turn in a printed copy to the instructor and upload to Brightspace)
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WEEK 2	
Primary objective this week is to finalize your logo in Illustrator	
What is Due	When is it Due (at the start of each class)
Group Critique_2nd draft of Logo Rough (this could be hand-drawn or computer-generated and placed on the wall in the studio for group critique)	Monday, June 9th
Group Critique_1st Draft of Computer-Generated Logo (placed on the wall in the studio for group critique)	Tuesday, June 10th
Group Critique_2nd Draft of Computer-Generated Logo (placed on the wall in the studio for group critique) Scale a copy of your logo as a 1x1 and determine if it's readable or has too much detail Small format / responsive digital version of logo critiqued based on 1st-week	Wednesday, June 11th


lecture (refine accordingly and place it on the wall in the studio)	
Group Critique_3rd and Final Draft of Computer-Generated Logo (placed on the wall in the studio for group critique) This logo is now in final form.	Thursday, June 12th

WEEK 3	
The primary objective this week is to place your final logo into the business package	
What is Due	When is it Due (at the start of each class)
Final Design of Computer-Generated Logo (placed on the wall in the studio for group critique) 1st Draft of Business Card/ Front and Back (placed on the wall in the studio for group critique)	Monday, June 16th
1 st Draft of Letterhead and Envelope (placed on the wall in the studio for group critique)	Tuesday, June 17th
Final Design of Business Package (placed on the wall in the studio for group critique)	Wednesday, June 18th

Juneteenth COM CLOSED	Holiday No School Thursday, June 19th

WEEK 4	
Primary objective this week is to finalize electronic files of your business package, social media, Billboards, and T-Shirt Design	
What is Due	When is it Due (at the start of each class)
1st Draft of Social Media (placed on the wall in the studio for group critique)	Monday, June 23rd
1st Draft of Applications (placed on the wall in the studio for group critique)	Tuesday, June 24th
Final Design of Social Media and Applications (placed on the wall in the studio for group critique)	Wednesday, June 25th
1st Design of Billboards (placed on the wall in the studio for group critique)	Thursday, June 26th

WEEK 5
Primary objective this week is to finalize and refine ALL designs and electronic files. Formal Presentation on the last day.

What is Due	When is it Due (at the start of each class)
2nd Draft Design of Billboards (placed on the wall in the studio for group critique)	Monday, June 30th
Final Design of Billboards(placed on the wall in the studio for group critique)	Tuesday, July 1st
Turn in all files for printing by 9 am to OneDrive- This is a printing day for Instructors	Wednesday, July 2nd
Final presentations	Thursday, July 3rd
Independence Day COM CLOSED 	Holiday No School Friday, July 4th

DUE FOR FINAL PROJECT:

- Mounted projects:
 - Board #1-color logo, B&W logo **11 in. x 14 in.**
 - Board #2 -Business Package (business card front & back, letterhead, envelope) **11 in. x 14 in.**
 - Board #3-Billboards (3) **11 in. x 14 in.**
 - Board #4-Applications (6) **14 in. x 20 in.**
 - Board #5-Social Media (3) **11 in. x 14 in.**
 - Optional Board #6-Responsive/Small Use Case Logo (color and B&W) **11 in. x 14 in.**
- Organized electronic packaged files must be given to the instructor on a OneDrive including Creative Brief.

IN MANILA ENVELOPE

1. All versions of sketches, roughs, and business names.
2. A printout of the Creative Brief

Institutional Policies and Guidelines

Grade Appeal Process: Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook https://www.com.edu/student-services/docs/Student_Handbook_2024-2025_v2.pdf.

An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.

Academic Success & Support Services: College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement: Any student with a documented disability needing academic accommodations is requested to contact:

Kimberly Lachney, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: AccessibilityServices@com.edu

Location: COM Doyle Family Administration Building, Student Success Center.

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1st 5-week session is June 30th. The last date to withdraw from the 10-week session is July 29th. The last date to withdraw for the 2nd 5-week session is August 1st.

FN Grading: The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to

attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Resources to Help with Stress:

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at deanofstudents@com.edu or communityresources@com.edu.

Nondiscrimination Statement:

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.