



ARTC 1349-115HY
Art Direction
Summer 2023
Monday - Thursday 9:00AM - 11:20AM
June 5 -July 7
STEAM 137

INSTRUCTOR INFORMATION

Instructor: Stephanie Reid

E-mail: sreid2@com.edu

Phone: 409.933.8535 direct line to my office
409.938.1211 main college number (ext. 8535)
1.888.258.8859

Office: Office: 225-62 STEAM Building

Office Hours: By Appointment

Course Communication: You may email me at sreid2@com.edu. I will respond as soon as I see your message. However, I will most likely not respond past 6 pm and on weekends Th-Sun.

Please check your COM email often.

COURSE INFORMATION

Required Textbook: No required text

Optional Textbook: *The Non-Designer's Design and Type Book* by Robin Williams
ISBN-10: 0133966151, Published in 2015 by Peachpit Press

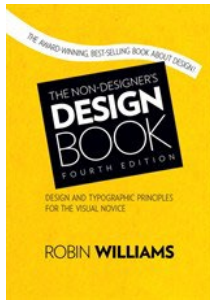


Figure 1 The Non-Designer's Design and Type Book by Robin Williams

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.

COURSE DESCRIPTION

Create projects for advertising graphic campaigns for products, services, or ideas. Topics include all campaign procedures from initial research and creative strategy to the final execution of a comprehensive project. Prerequisite or co-requisite: ARTC 1353.

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

(Please note that for summer 2023 the need for mounting supplies highlighted below will depend on access to the new color printer in the GA Lab. The printer may arrive in late June or July if so, we will be able to print your files and you will need the supplies to mount each of your projects.)

If the printer is NOT ready by the time the course is over, you will leave your packaged completed files with us, and we will try to print them late summer and have them available for you when you return for fall. You will need the supplies in the fall to mount. So please set money aside to purchase the mounting items for this semester.

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>
2. 3M Spray 77 Adhesive

3. Xacto Knife with additional blades
4. Flash Drive
5. (1) 12 x 15.1/2 Manila Clasp envelope for turning in the project
6. Earbuds for viewing lynda.com videos when in the lab
7. 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.
2. Complete Hybrid Project 1 T-Shirt Design
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	100	30	Face to Face, Hybrid

Project 1 Business Package (<i>business card, letterhead, envelope</i>)	100	20	Face to Face, Hybrid
Project 1 Social Media	50	5	Face to Face, Hybrid
Project 2 T-Shirt	100	40	Face to Face, Hybrid
Total	400	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.

COURSE POLICIES AND GUIDELINES

Make-Up Policy: Make-up Exams or Assignments are not allowed without the 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.

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:

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.

In-Class communication: Please feel free to approach me with questions in class.

Communication between us regarding your designs will be much easier if we handle it within the classroom. Please discuss your design ideas, show me your thumbnails, layouts, etc. during class time or my office hours when we can work one-on-one.

Student Rights

Please visit the COM website and download the current Student Handbook. There you will find helpful information. <http://www.com.edu/student-services/student-handbook>

Technology Outages

When taking quizzes please make sure you are not using Wi-Fi. It is recommended that you are at a workstation that is hardwired to the Internet. Wi-Fi can fluctuate, and you may lose connection. If the College loses power and servers are down. I will be made aware of the issues by the Educational Technology Dept. and will reopen a quiz if I need to. Please be proactive and take your test before the deadline to avoid issues. If you forget to take a quiz that is not a technology issue and you will have a zero

Student Learner Outcomes

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 others to support a shared purpose or goal
5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.
6. Personal responsibility – to include the ability to connect choices, actions, and consequences to 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 2

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](#)

Concerns/Questions Statement: If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the Fine Art Department Chair, Dr. Paul Boyd at 409-933-8342, pboyd@com.edu

COURSE SCHEDULE

WEEK 1	
Primary objective this week is to understand what is expected and due dates, research for both projects, decide on your business and name, write a design brief, thumbnail and rough logo, and thumbnail T-Shirt design <ul style="list-style-type: none"> • Introduction, Course Overview, Course Schedule • Creative Brief • Project 1 Brand Logo production, Review Sample Designs, Present your business ideas • Project 2 Vector T-Shirt Illustration • Lectures Brand Identity, 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 5
Business Names (bring a list of 15 ideas)	Tuesday, June 6

Logo Thumbnail Sketches (at least 5 ideas large, with sharpie, this will be placed on the wall in the studio for group critique)	Wednesday, June 7
Logo Rough Sketches (refine your favorite sketches after previous critique, large, with sharpie, place on the studio wall next to your thumbnails)	Thursday, June 8
T-Shirt Design Thumbnail Sketches (at least 5 ideas large, with sharpie, this will be placed on the wall in the studio for group critique)	Thursday, June 8
Creative Brief	Thursday, June 8 (turn in a printed copy to the instructor and upload to BB)

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 2	
Primary objective this week is to finalize your logo in Illustrator and present a rough of your T-Shirt Design	
What is Due	When is it Due (at the start of each class)
2 nd Draft of Logo (this could be hand-drawn or computer-generated and placed on the wall in the studio for group critique)	Monday, June 12
1 st Draft of Computer-Generated Logo (placed on the wall in the studio for group critique)	Tuesday, June 13
Scale a copy of your logo as a 1x1 and determine if it's readable or has too much detail (refine accordingly and place on the wall in the studio)	Wednesday, June 14
2 nd Draft of Computer-Generated Logo (placed on the wall in the studio for group critique)	Wednesday, June 14
T-Shirt Design Rough Sketches (refine your favorite sketches after previous critique, large, with sharpie, place on the studio wall next to your thumbnails)	Thursday, June 15

WEEK 3	
Primary objective this week is to finalize your logo in Illustrator and present a computer comp of your T-Shirt Design	
What is Due	When is it Due (at the start of each class)

JUNETEENTH Holiday COM CLOSED	
3 rd Draft of Computer-Generated Logo (placed on the wall in the studio for group critique)	Tuesday, June 20
Final Design of Computer-Generated Logo (placed on the wall in the studio for group critique)	Wednesday, June 21
1 st Draft of Computer-T-Shirt Design (placed on the wall in the studio for group critique)	Wednesday, June 21
2 nd Draft of Computer-T-Shirt Design (placed on the wall in the studio for group critique)	Thursday, June 22

WEEK 4	
Primary objective this week is to finalize electronic files of your business package, social media, and T-Shirt Design	
What is Due	When is it Due (at the start of each class)
3 rd Draft of Computer-T-Shirt Design (placed on the wall in the studio for group critique)	Monday, June 26
1 st Draft of Business Card/ Front and back (placed on the wall in the studio for group critique)	Tuesday, June 27
1 st Draft of Letterhead and Envelope (placed on the wall in the studio for group critique)	Wednesday, June 28
Final Design of Business Package (placed on the wall in the studio for group critique)	Thursday, June 29
Final Design of social media (placed on the wall in the studio for group critique)	Thursday, June 29

WEEK 5	
Primary objective this week is to finalize and refine ALL designs and electronic files. Formal Presentation on the last two days	
What is Due	When is it Due (at the start of each class)
	Monday, July 3
	Holiday No School Tuesday, July 4
Turn in all files for printing	Wednesday, July 5
Final presentations	Wednesday, July 5
Final Presentations	Thursday, July 6

DUE FOR FINAL PROJECT:

1. 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) 14 in. x 20 in.
2. Organized electronic packaged files must be given to the instructor on a flash drive including Creative Brief and Business Plan

IN MANILA ENVELOPE

3. Black & White proofs with proof marks of all projects (Check for mistakes on your B&W before you ask for color prints)
4. Hybrid Project _T-shirt design
5. All sketches. You don't need to tear these out of your sketchbook just photocopy it
6. A printout of Creative Brief and Business Plan

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

FORMAT OF LEARNING ACTIVITIES & ASSIGNMENTS

Teaching Methods:

To accomplish the educational purpose, this course will provide multiple instructional tools to assist in your learning including online video training and the Internet.

Lectures/Demonstrations:

Important material from the text and outside sources will be covered in this course. You should plan to take careful notes as not all material can be found in the texts or readings.

SUCCESS TIPS FOR STUDENTS:

Purchasing the Software:

[Adobe Creative Cloud](#)

[Adobe InDesign CC](#)

While enrolled in this course, you will access the Adobe Creative Suite. Please look for an email from Adobe in your com.edu email. This email will come by the second week of class. Follow the link to set up free use of the software while enrolled in this course.

Required On-Line Lynda.com Subscription:

The following link is for [membership requirements for Lynda.com](#). Please consider setting up your membership for the first-class day.

Backup Copies of Assignments:

You are responsible for keeping copies of all assignments.

File Management:

You are expected to have intermediate or higher-level skills at file management: the ability to create folders, move & rename folders & files, identify the type of file by its file extension, attach files to emails, and download plug-ins required for the course.

STUDENT RESOURCE:

[Adobe.com](#)

[Graphic Design Rips Offs or Inspiration?](#)

[Ethics in Graphic Design](#)

Technology Outages

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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 [Student Handbook 2022-2023 v4.pdf \(com.edu\)](#). *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 at 409-933-8919 or klachney@com.edu. The Office of Services for Students with Disabilities is located in the 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 30. The last date to withdraw from the 10-week session is July 31. The last date to withdraw for the 2nd 5-week session is August 4.

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.