



**ARTC 1349.01 HY**

**Art Direction**

**Summer 2021**

**Monday - Thursday 9:00AM - 11:20AM**

**June 7-July 8**

**STEAM 137**

## **INSTRUCTOR INFORMATION**

**Instructor:** Coleena Jackson

**E-mail:** [cjackson@com.edu](mailto:cjackson@com.edu)

**Phone:** 409.933.8535 direct line to my office

409.938.1211 main college number (ext. 8535)

1.888.258.8859 toll-free (works from most parts of Texas but not within the 409 area code)

**Office:** 225-62 STEAM Building

**Office Hours:** By Appointment

**Course Communication:** You may email me at [cjackson@com.edu](mailto:cjackson@com.edu). I will respond as soon as I see your message. However, I will most likely not respond past 8 pm and on weekends.

## **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

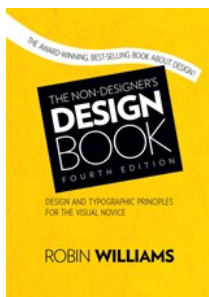


Figure 1 *The Non-Designer's Design and Type Book* by Robin Williams

**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**

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

## **Hybrid Content\_Lynda.com**

### **Required Subscription: Mandatory Lynda.com Video Training**

**Lynda.com Required On-Line Subscription for Art Direction. Watch the following videos and print out your certificate of completion when you are done. All certificates need to be printed and included in the manila folder at the end of the semester.**

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 2020 One-on-One Fundamentals 18h 15m
3. Illustrator CC 2021 Essential Training 4h 44m

**Student Personal Responsibilities**

1. Participate in course discussions and critiques, both in the classroom and online.
2. **Set up your Free LYNDA.COM** and complete the 10 certificates.
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 detail.
5. Attend all scheduled classes; attend any field trips or guest lectures.
6. Complete all chapter quizzes and exams

**DETERMINATION OF GRADE**

**Grading System**

Items	Points	% Of Grade	Location
Creative Brief	50	5	Hybrid
Business Plan	50	5	Hybrid
Project 1 Logo	100	25	Face to Face
Project 2 Business Package	100	20	Face to Face
Project 3 Applications, Social Media	100	15	Face to Face
Project 4 Billboards	100	15	Face to Face
Lynda.com 10 Certificates	100	15	Hybrid
<b>Total</b>	<b>600</b>	<b>100</b>	

*Please Note: (grades and projects subject to change)*

*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

## **COURSE POLICIES AND GUIDELINES**

**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.

**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.*

**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 BCT Department Chair, Selina Rahman at 409-933-8339, [srahman@com.edu](mailto:srahman@com.edu)

**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

## COURSE SCHEDULE

WK	Face2Face	Assessment Due Thursdays	Name of Assessment
1	<b>RESEARCH AND SKETCH</b> <ul style="list-style-type: none"> <li>• Introduction, Course Overview, Course Schedule</li> <li>• Review Sample Layouts</li> <li>• Brand Identity</li> <li>• Design Brief</li> <li>• Spot and Process Color</li> <li>• Logo production</li> </ul>	June 10	Creative Brief Due  Business Plan Due
2	<b>LOGO PRODUCTION</b> <ul style="list-style-type: none"> <li>• Lecture _Logo production</li> <li>• Business Package</li> </ul>	June 17	Project 1 Logo Due
3	<b>COMPLETE BUSINESS PACKAGE</b> <ul style="list-style-type: none"> <li>• Lecture _ Applications</li> <li>• Billboards</li> <li>• Social media</li> </ul>	June 24	Project 2 Business Package Due
4	<b>COMPLETE APPLICATIONS, BILLBOARDS &amp; SOCIAL MEDIA</b> <ul style="list-style-type: none"> <li>• Lecture _ Applications</li> <li>• Billboards</li> <li>• Social media</li> </ul>	July 1	Project 3 Applications and social media Due  Project 4 Billboards Due
5	<b>TURN IN A FLAWLESS PACKAGE MOUNTED</b> <ul style="list-style-type: none"> <li>• Lecture</li> </ul>	<b>Monday, July 5</b> Turn in all projects for printing  <b>Tuesday, July 6</b> Mount and turn in Entire Project Due  <b>Wednesday, July 7</b> Final Oral Presentations	

## **DUE FOR FINAL PROJECT:**

1. Mounted projects:
  - Board #1-color logo, B&W logo **11 in. x 14 in.**
  - Board #2 -Business package **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 file must be placed on the server in a class folder 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. 10 Lynda.com Certificates
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.

## **COURSE COMMUNICATION**

### **In-Class**

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.

### **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](#)

## **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://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.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.* [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

**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 Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**Counseling Statement:** Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

**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 1<sup>st</sup> 5-week summer session is July 6. The last date to withdraw from the 10-week summer session is August 2. The last date to withdraw for the 2<sup>nd</sup> 5-week summer session is August 6.

**FN Grading:** The F<sub>N</sub> 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.

**COVID-19 Statement:** All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland’s Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.

### **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 quizzes 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

**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 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	Business Plan
3. Execute an advertising campaign from thumbnails to presentations.	Critical thinking Skills	Final Project Includes: Logo Design, Business Package, Billboards, Five Applications, and Package Design
4. Critique presentations/simulate client/agency interactions and provide constructive feedback for other students	Teamwork	Presentation Critique online or in classroom