

MASC 394-001 IMAGINATION - SPRING 2017

TEMPLE BUILDING RM 1142 | TUESDAY & THURSDAY 11:00 AM - 12:15 PM

"All of our dreams can come true if we have the courage to pursue them." - Walt Disney

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OVERVIEW

The goal is a simple one: become a good art director. Throughout this semester you'll learn how to tell a brand's story through concept creation and execution. You'll have many projects and will work with many of your classmates. The challenge will be to solve problems using unexpected creativity. Using visuals, design and typography you'll create work that incorporates your experiences, personality traits, strengths, weaknesses, sense of humor and passions. Along the way you'll become a confident presenter of your thinking, making a persuasive case for your work. Do everything right and you will end up with work suitable for your portfolio.

TEXT

The required text for this course is *An Inconvenient Truth For Copywriters* by Suzanne Pope. This book will teach you how to write headlines - a skillset you'll need for a portion of the project work listed below. This is an eBook that will be provided to you digitally at no cost.

MATERIALS

A sketchbook, lots of paper and black sharpies.

YOUR GRADE

Don't take this course for a grade. Do it for the experience. Work hard and the grade will take care of itself.

Project Work - 70%

You will have numerous projects in this class. We'll concentrate on individual concept directions then see if they are worthy to be executed. This will require you to work quickly, efficiently and to be a self-starter. In order to create a dialogue about your work, your classmates will critique it throughout your creative process. You'll learn from others as they go through this process and you'll learn as you contribute. Professional art directors face critical review every day. Sometimes you'll like what you hear and sometimes you won't. Regardless, please always be respectful of others. Comments will be about the work, not the person. This is how the industry works.

Collaboration is a key element in this course, as you'll be paired with partners for most of your projects. Make the most of this partnership and you'll both end up with something great. I hope to see work that is smart. And I'll be looking to see executions that are fresh, inviting, and communicate well to the intended audience.

Following assignment guidelines is critical. When the work is due be sure that everything is organized and clear. If you cannot make a deadline, turn it in early. **Late or incomplete work will count against your grade.** Pay special attention to the craft and the presentation of your ideas. Submit your work in a professional manner; it counts. I'll deduct points for inaccurate grammar, incorrect spelling and / or typos.

Individual Assignments - 20%

You will have several individual assignments during the semester. Your participation and effort on these assignments will be graded accordingly.

Quiz - 10%

There will be one quiz on *An Inconvenient Truth For Copywriters* by Suzanne Pope. The quiz will consist of questions that should be obvious if you read the assigned text. If you will be absent on the quiz date meet with me **beforehand** so that you can take it.

Extra Credit

There will be no extra credit assignments given in this course.

GRADING SCALE

100	A+
95	A
91.5	A-
88.5	B+
85	B
81.5	B-
78.5	C+
75	C
71.5	C-
68.5	D+
65	D
61.5	D-
0-59	F

CLASSROOM RULES

1. When you work at an agency you'll have lots of meetings. To be the best employee you should focus on the work, not your electronic devices. Therefore, I ask that you please not use them during class lectures and critiques. Break this rule once and get a warning. **Break it twice and you will lose 1 full point from your final grade.**

2. It's easy to make it to class on time. However, being late to class is like missing a deadline at an agency. **Tardy students will lose one full point from their final grade each time they are late.** Don't make excuses. Clients don't want to hear them and neither do I.

3. I greatly value our time together and your attendance is expected. Should you miss one of our meetings I expect to be notified by text, phone or email before the start of class. **You are allowed one unexcused absence in this class. For a second unexcused absence, three points will be deducted from your final grade. A third unexcused absence will lower your final grade by one letter. For each subsequent unexcused absence your grade will be lowered another letter.**

TECHNOLOGY & THE COMPUTER LAB

In order to be successful in this course you must be proficient in Adobe Photoshop, Illustrator and InDesign. If you are not, I strongly suggest that you educate yourself very quickly. Our school offers ample computer lab hours to provide you all with the resources to do your work. We have the best free lab on campus and no other undergraduate program provides students with free printing and open lab hours. Please take full advantage of this opportunity. Working in the lab helps you in these ways:

- Your work will improve by getting feedback from others
- Lab monitor and friends can help you with problem solving
- You will learn more working in the lab than you will at home

In addition to the Mac lab it is also strongly recommended that you have the software on a Macintosh computer at home or laptop. **In any case, you should always back up your work on a personal hard drive or flash drive.** Technology is great but sometimes it fails.

CLOSING THOUGHTS

Advertising can be an extremely exciting and rewarding career. However, you have to love the process of making ads - from the early concepting stages to the tweaking and fine-tuning during the execution stages. If you have fun during the process, if you truly enjoy the journey, the work will be better.

Course Description From VCU Bulletin

Semester course; 2 lecture and 2 laboratory hours. 3 credits. Prerequisite: MASC 300 with a minimum grade of C. Study of art direction: practice in visualizing and utilizing media space aesthetically. Students complete assignments each week, ranging from traditional advertising to alternative media venues. Results are presented in front of the class for critique by faculty and fellow students.

Campus emergency information

What to know and do to be prepared for emergencies at VCU:

- Sign up to receive [VCU text messaging alerts](#). Keep your information up-to-date. Within the classroom, the professor will keep his or her phone on to receive any emergency transmissions.
- Know the safe evacuation route from each of your classrooms. Emergency evacuation routes are posted in on-campus classrooms.
- Listen for and follow instructions from VCU or other designated authorities. Within the classroom, follow your professor's instructions.
- Know where to go for [additional emergency information](#).
- Know the emergency phone number for the VCU Police (828-1234).
- Report suspicious activities and objects.
- Keep your permanent address and emergency contact information current in eServices.

Class registration required for attendance

Students may attend only those classes for which they have registered. Faculty may not add students to class rosters or Blackboard. Therefore, if students are attending a class for which they have not registered, they must stop attending.

Honor System: upholding academic integrity

The VCU Honor System policy describes the responsibilities of students, faculty and administration in upholding academic integrity, while at the same time respecting the rights of individuals to the due process offered by administrative hearings and appeals. According to this policy, "Members of the academic community are required to conduct themselves in accordance with the highest standards of academic honesty, ethics and integrity at all times." In addition, "To support a commitment to the Honor System, all members of the VCU community are required to:

- Adhere to the Honor System policy and its procedures;

- Report any suspicion or knowledge of possible violations of the Honor System;
- Answer truthfully when called upon to do so regarding Honor System matters;
- Maintain appropriate confidentiality regarding related to Honor System matters.”

More information can be found at in the [VCU policy library](#) under the Education and Student Life tab.

Important dates

You can view important dates for the semester in the [academic calendar](#).

Managing Stress

Students may experience situations or challenges that can interfere with learning and interpersonal functioning including stress, anxiety, depression, alcohol and/or other drug use, concern for a friend or family member, loss, sleep difficulties, feeling hopeless or relationship problems. There are numerous campus resources available to students including University Counseling Services (804-828-6200 MPC Campus, 804-828-3964 MCV Campus), University Student Health Services (MPC 804 828-8828, MCV Campus 804 828-9220) and the Wellness Resource Center (804-828-9355). 24 hour emergency mental health support is available by calling 828-1234 and asking to speak to the on-call therapist or utilizing the National Suicide Prevention Lifeline (1-800-784-2433).

Mandatory responsibility of faculty members to report incidents of sexual misconduct

It is important for students to know that all faculty members are mandated reporters of any incidents of sexual misconduct/violence (e.g., sexual assault, sexual exploitation and partner or relationship violence). This means that faculty cannot keep information about sexual misconduct/violence confidential if you share that information with them and they must report this information immediately to the university's Title IX Coordinator. In addition, department chairs, deans, and other unit administrators are required to report incidents of sex or gender-based discrimination to the university's Title IX Coordinator. Once a report is made, you will receive important information on your reporting options, on campus and off campus resources and remedial measures such as no-contact directives, residence modifications, and academic modifications. If you would prefer to speak with someone confidentially for support and to discuss your options for reporting, contact:

VCU's Wellness Resource Center

804.828.9355 | myoptions@vcu.edu | thewell.vcu.edu

Greater Richmond Regional Hotline (Community program)

804.612.6126 | 24-hour hotline

VCU's Counseling Services

804-828-6200

For more information on how to help, please [click here](#). The Policy on Sexual Misconduct/Violence and Sex/Gender Discrimination, can be found in the [VCU policy library](#). For more information about the University's Title IX process, please visit equity.vcu.edu.

Military short-term training or deployment

If military students receive orders for short-term training or for deployment/mobilization, they should inform and present their orders to Military Student Services and to their professor(s). For further information on policies and procedures contact Military Student Services at 828-5993 or access the corresponding policies.

Student conduct in the classroom

According to the [Faculty Guide to Student Conduct in Instructional Settings](#), "The university is a community of learners. Students, as well as faculty, have a responsibility for creating and maintaining an environment that supports effective instruction. In order for faculty members (including graduate teaching assistants) to provide and students to receive effective instruction in classrooms, laboratories, studios, online courses, and other learning areas, the university expects students to conduct themselves in an orderly and cooperative manner." Among other things, cell phones should be turned off while in the classroom. The Student Code of Conduct also prohibits the possession of or carrying of any weapon. For more information see <http://register.dls.virginia.gov/details.aspx?id=3436>.

Student email policy

Email is considered an official method for communication at VCU because it delivers information in a convenient, timely, cost-effective, and environmentally aware manner. Students are expected to check their official VCU email on a frequent and consistent basis in order to remain informed of university-related communications. The university recommends checking email daily. Students are responsible for the consequences of not reading, in a timely fashion, university-related communications sent to their official VCU student email account. This policy ensures that all students have access to this important form of communication. It ensures students can be reached through a standardized channel by faculty and other staff of the university as needed. Mail sent to the VCU email address may include notification of university-related actions, including disciplinary action. Please read the policy in its entirety at the [VCU Policy Library](#).

Student financial responsibility

Students assume the responsibility of full payment of tuition and fees generated from their registration and all charges for housing and dining services, and other applicable miscellaneous charges. Students are ultimately responsible for any unpaid balance on their account as a result of the University Financial Aid Office or their third party sponsor canceling or reducing their award(s).

Students representing the university – excused absences

Students who represent the university (athletes and others) do not choose their schedules. Student athletes are required to attend games and/or meets. All student athletes should provide their schedules to their instructors at the beginning of the semester. The Intercollegiate Athletic Council strongly encourages faculty to treat missed classes or exams (because of a scheduling conflict) as excused absences and urges faculty to work with the students to make up the work or exam.

Students with disabilities

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, as amended, require that VCU provide "academic adjustments" or "reasonable accommodations" to any student who has a physical or mental impairment that substantially limits a major life activity. To receive accommodations, students must register with the Disability Support Services Office on the Monroe Park Campus (828-2253) or the Division for Academic Success on the MCV campus (828-9782). Please also visit the [Disability Support Services website](#) and/or the [Division for Academic Success website](#) for additional information.

Once students have completed the DSS registration process, they should schedule a meeting with their instructor (s) and provide their instructor (s) with an official DSS accommodation letter. Accommodation letters will outline the required classroom accommodations. Additionally, if coursework requires the student to work in a lab environment, the student should advise the instructor or a department chairperson of any concerns that the student may have regarding safety issues related to a disability. Students should follow this procedure for all courses in the academic semester.

Withdrawal from classes

Before withdrawing from classes, students should consult their instructor as well as other appropriate university offices. Withdrawing from classes may negatively impact a student's financial aid award and his or her semester charges. To discuss financial aid and the student bill, visit the [Student Services Center](#) at 1015 Floyd Avenue (Harris Hall) and/or contact your financial aid counselor regarding the impact on your financial aid.