

MASC 491

ADVANCED

ART•DIRECTION

BAKED DAILY

PREMIUM QUALITY

1150 TEMPLE ★ M/W 2-3:15 PM

OBJECTIVE

At one time it was simple to be an art director. You did a nice layout by slapping some type over a pretty picture then passed your work off to studio art for execution. As you might imagine, this technique became very common. Suddenly every ad started to look the same. Things got ugly. Fast forward to the rise of the Internet and social media. Now the art director has to come up with a great concept, do a great layout and execute amazingly unique art direction to stand out in the crowd. In addition, the art director had to extend the concept into digital media, ensuring that it worked in both a full-page print ad and a 728 X 90 pixel banner ad that was under 25K in size. Today the industry continues to shift. So do the expectations of the art director. Are you up to the challenge? I'll bet you are.

COURSE DESCRIPTION

An advanced, hands-on exploration of the craft and execution of advertising art direction. You'll enjoy maximizing your creative abilities in graphic design, illustration, photography and typography. We will focus heavily on the design and production side of art direction but you'll still need conceptual work to be executed. This course is designed to build upon MASC 394 Imagination. Students are expected to have a strong working knowledge of the big three Creative Cloud apps: Photoshop, Illustrator and InDesign.

COURSE OBJECTIVES

- ★ Develop your visual skills and an awareness of images and their nuances in advertising
- ★ Develop and deliver crafted visual solutions across a range of advertising media
- ★ Learn the fine details of execution and create press-ready / media-ready artwork
- ★ Develop a stronger creative style and become industry-ready

LEARNING ACTIVITIES + RESOURCES

Learning activities may involve lectures, tutorial discussions, workshops, in-class exercises and team projects. Class participation during critiques is key to this course. Evaluating the work of others helps sharpen critical, analytical and communication skills. Please always be respectful of others. Comments will be about the work, not the person. This is how the industry works.

Lecture decks and other learning resources will be provided to you on Blackboard. You will be required to use some outside sources of inspiration for your craft.

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'll be working on numerous, equally weighted projects this semester. You'll sometimes work alone and other times will be paired with partners. Make the most of every opportunity and you'll end up with something great. Pay special attention to the craft and the presentation of your ideas, it counts. When concepts are due organize your work on the wall at the beginning of class. When projects are due print them out in high resolution / full color and post them on the wall.

Individual Presentation 10%

You will have one individual presentation during the semester.

Final Exam 20%

Your final exam will be an individual project that showcases how far you've progressed during the semester. Make it count.

DEADLINES

In your professional careers you will have numerous deadlines. It is extremely important for you to hit these deadlines on time or finish up early. The same rules apply for this course. Late work will be penalized as follows:

Under 1 hour late:	3 points off
1 to 2 hours late:	5 points off
2 to 24 hours late:	10 points off
Each additional 24 hours:	10 points off

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 Critiques and lectures need everyone's attention and contribution. Electronics use during these times will result in a one-point deduction on the course grade.
- 2 Be on time every time. One-point deduction on the course grade for each late arrival.

- 3 Show up to every class. Two missed classes = 3-point reduction in the course grade. Three missed classes = 10-point reduction in the course grade. After three missed classes, the course grade will be lowered 10 points for each missed class. Arriving late or leaving early = half absence. If you have any concerns or problems coming to class, be as proactive as possible. If accommodations are warranted, make ups will address all missed class time.

TECHNOLOGY + THE COMPUTER LAB

Our school offers ample computer lab hours to provide you with the resources to do your work. We have the best free labs on campus. 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

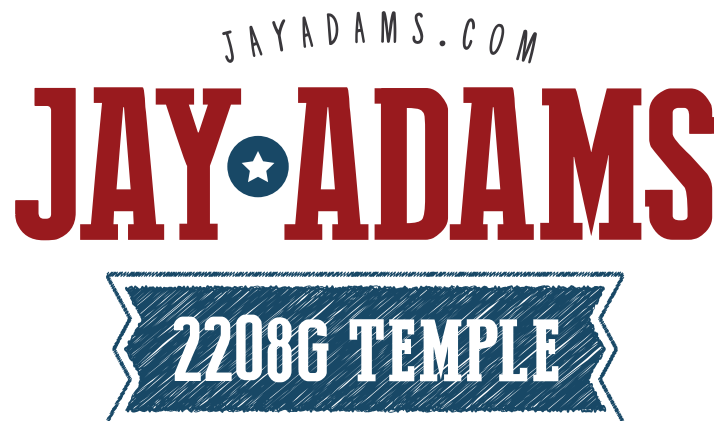
In addition to the Mac lab it is also strongly recommended that you have the appropriate software on a personal Apple computer. In any case, you should always back up your work on a personal hard drive or flash drive. Technology is great but it fails from time to time.

CLOSING THOUGHTS

Advertising can be an extremely exciting and rewarding career. However, you have to love the process of making ads - from the early conceiving 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.

Syllabus Statement From VCU

go.vcu.edu/syllabus



OFFICE HOURS

MON/WED 11AM - 12PM & TUE 9:30AM - 12:30PM

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