

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Advertising Graphics & Design</u>								
COURSE RUBRIC AND NUMBER	<u>ARTC 1349</u>								
COURSE TITLE	<u>Art Direction I</u>								
COURSE CREDIT HOURS	<table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;"><u>2</u></td> <td style="text-align: center;">:</td> <td style="text-align: center;"><u>3</u></td> </tr> <tr> <td style="text-align: center;">Credits</td> <td style="text-align: center;">Lec</td> <td></td> <td style="text-align: center;">Lab</td> </tr> </table>	<u>3</u>	<u>2</u>	:	<u>3</u>	Credits	Lec		Lab
<u>3</u>	<u>2</u>	:	<u>3</u>						
Credits	Lec		Lab						

I. Catalog Description

Creates projects in art direction for advertising graphic campaigns for products, services, or ideas. Includes topics on all campaign procedures from initial research and creative strategy to final execution and presentation of a comprehensive project. **(2:3). Lab fee.**

II. Course Objectives

Students will practice conception and execution of projects under a deadline. The goal is the ability to compete as working professionals, in the field of advertising, by completing assignments that are client-ready by the deadline date.

- A. Analyze the structure of organizational management.
- B. Discuss strategic management, convergent and divergent thinking, the critical path method (CPM), the decision-making process, span of control, management by objective (MBO), unity of command, etc.
- C. Discuss Copyright Law & Title 17 of the U.S. Code.
- D. Practice the function and responsibilities of a professional manager and chief executive officer.
- E. Produce professional and completed work by agreed upon deadline, adhere to the CPM and campaign presentations, and conduct mock ad agency
- F. Practice and master good communication skills as required in the business environment.
- G. Demonstrate unique and creative approaches to Advertising Production projects.
- H. Participate in seminars/webinars and professional organizations.

III. THECB Learning Outcomes (WECM)

- 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 presentation.
- 4. Presentations/simulate client/agency interactions.

IV. Evaluation

- A. Outside class assignments will be made at the discretion of the instructor. The instructor will evaluate assignments immediately after they are due.
- B. There will be a comprehensive written mid-term exam over all material covered up to then. There will also be a written exam over SBA Workshop on financial management.

- C. There will be a final group presentation to the class & invited guests at the end of the semester. Grade for group project performance will rest upon recommendation of group CEO's.
- D. The student will be graded on each assignment on uniqueness, conceptualization, and professionally finished work. An overall semester grade according to the performance rating scale will also be given.

Grading Scale: Two grades will be given for each project, including the final exam.
Example: (A/A): the first A represents concept, the second A represents professionally finished work. Grades are then averaged as follows:

A = 4 points	Grades will be added together and averaged.
B = 3 points	Example: $A/B = 4 + 3 = 7$ divided by $2 = 3.5$ (B+)
C = 2 points	
*D = 1 point	
*F = 0 points	

Perfect Attendance (attending each class session) will raise a student's final grade to the next highest level; therefore, the B+ becomes an A.

- E. Written exams or pop quizzes over certain textbook reading assignments will be given at the discretion of the instructor. These test grades will figure accordingly to the final semester grade.
- ❖ If these grades are earned, the student is encouraged to confer with the instructor for remediation.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.