AVT 416:
Advertising Design

GRADING SCALE

A

superior work, all criteria have
been surpassed
in a distinguished manner

B

very good work, all criteria have
been surpassed

C

adequate, average work
meeting all required critieria

D

barely meeting the
above criteria

F

failure to meet all of
the above criteria

*If you are a student with
a disability and you need
academic accommodations,
please notify me then
contact the Disability
Resource Center (DRC) at
703-993-2474. All academic
accommodations must
be arranged through the
Disability Resource Center.*

PREREQUISITES

AVT 414 or permission of instructor. Prerequisite enforced by registration system.

COURSE DESCRIPTION

Advertising Design provides insight and practice in the creative design process behind effective and memorable advertising. Emphasis will on the design and presentation of a series of portfolio-ready advertising campaigns for actual client use.

OBJECTIVES

■ *Develop professional knowledge of the advertising design field*
■ *Become familiar with the role of graphic designers in the advertising & marketing work environment*
■ *Collaborate with other peer designers and other creative team members*
■ *Learn and demonstrate proper professional pre-press practices*
■ *Create a series of professional-level portfolio projects*
■ *Demonstrate advanced proficiency in professional layout software programs*

CONTENT

Through lecture, studio and critique, students will design a series of projects developed from rough schematic level to final mounted presentation, primarily using Adobe Creative Suite programs. Students will be expected to research and utilize external graphic vendors and professionals, and are strongly encouraged to join professional design organizations such as *AIGA*.

TEXTBOOKS & MATERIALS

■ *Advertising By Design, 3rd Ed.* by Robin Landa (required)

■ *A Smile in the Mind* by Beryl McAlhone and David Stewart (suggested)

■ 11x14 marker bond, various papers, markers and project-dependent materials that will vary per concept

■ Super-Black mounting boards, spray mount, tracing paper, black or white mounting tape,
cutting pad, Xacto™ knives & blades, self-healing cutting mat (all for home use)

PERFORMANCE REQUIREMENTS

Due to the dynamics of the course your attendance, participation and punctuality are critical to your successful completion of the class. You must be on time and prepared—with no exceptions. Not being *properly prepared with required assignments* is considered an absence from the class. Final projects are due *at the beginning of class*. Projects turned after the start of class are automatically reduced 1/2 letter grade. Late projects (after the end of class on the due date) will *not* be accepted without medical documentation.

If compelled to miss a class, you must contact the instructor via email with an acceptable explanation* **within 12 hours** to be excused. If absent, you are responsible for materials covered in class. Please "buddy-up" with a classmate for this information. Two un-excused absences will gravely effect successful completion of the course.

Please Note: *Missing three classes will result in an automatic failure of the course* [Period]
Excessive tardiness will also affect your final grade (3 unexcused late arrivals equals an unexcused absence).

Per University Policy, personal communication devices must be turned to "silent mode" and put away.
The instructor will keep their cell phone active to assure receipt of any Mason Alerts in a timely fashion.

Eating during class time is distracting in too many ways—please finish any snacks or meals prior to our class.

EVALUATION

All final projects will be graded by the following criteria: **concept, development, and presentation**. Concept—developed through research, schematic thumbnail sketches and computer roughs—has the same weight as execution. Proper professional presentation on required materials also has equal weight as the first two. Final semester grade is determined by total points earned on project grades, process, quizzes, and class participation.

A non-returnable digital portfolio of all final projects in .pdf format must be emailed on the final day of classes. Class schedule is subject to change and is located online:
http://beauty.gmu.edu/AVT416/AVT416-001/schedule/schedule.html

University and School of Art Policies

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability

Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

ArtsBus Dates for Spring 2017

February 18 | March 25 | April 18

ArtsBus Credit

Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment

If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy.

Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series Spring 2017

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: http://soa.gmu.edu/visualvoices/

Important Dates

January 23 First Day of Classes
January 30 Last Day to Add Classes
February 24 Final Drop Deadline
March 13–19 Spring Break
May 6 Last Day of Classes—**Final Exam Period May 10–17**
May 20 Commencement

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed) , LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, A Writer's Reference.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.