

campaigns

art 456

Spring 2005 Room 208 Talbot Hall 2T-3T 9:00-11:50am

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E-mail: nancy.collins@nicholls.edu **Office Hours:** Tuesdays 11:55am to 12:25pm, 4:25pm to 4:55pm.
Wednesdays 8:30am to 12:30pm, 1:30 to 3:30pm. Thursdays 11:55am to 12:25pm, 4:25pm to 4:55pm.
Art Office: 221-225 Talbot Hall **Art Office Phone:** 985-448-4597

Catalogue Course Description: Art 456. Campaigns. 3-0-6. 3-0-6. Prerequisites: Art 451 or permission of department head. Development of a complete graphic public identity for a service or product. Portfolio-oriented production.

Recommended Text: Recommended readings for this course will be handed out at the time of use.

Required Materials and Supplies: A list of necessary tools and materials needed to function in this class is attached to this syllabus. Students are expected to have all necessary materials needed for class when they arrive each day. Failure to have the materials necessary to work in class will result in the student being marked as absent.

Course Objectives and Goals: Upon completion of this course the student will have identified, researched, planned, designed and produced a multi-level branding system (campaign) which meets stringent client, market and conceptual requirements while demonstrating advanced, design creativity.

Each student will work on various design problem solving techniques simultaneously. They will learn to initiate solutions based on demographics specific to client needs. By the end of this course, the student will have become proficient in computer production of complex, inter-related projects, develop and mount an organized verbal/visual presentation to a group of people representing the client (the art faculty), then satisfactorily field questions from that group concerning all aspects of the presentation. Through example and discussion the student will be encouraged to document the completed campaign in a manner commensurate with the production of a digital portfolio.

Evaluation: 60% of each student's grade will be derived from the Projects assigned and completed during this semester. **Each grade received for each project will have equal value in the mid-term and final evaluation for this class.** (For example, if there are four projects and a student achieves an "A" for each, 80% of their grade will be an "A".) 10% will be derived from Test scores, 10% from Class Participation, 10% from Critiques and 10% from written assignments. Attendance, attention to deadlines, general cheerfulness, respect and good will are also factored in when grades are determined.

Projects: Unless otherwise noted in class, **all major projects will be graded on successful Presentation of the Portfolio.** The Portfolio is to contain **all** relevant research, notes, thumbnails, rough sketches, exercises, and **two copies of each finished, mounted project.** Never throw anything away. Students will be graded according to the amount of work and effort shown in the contents of the Portfolio; the level of conceptual and creative achievement; technical and physical accuracy/neatness of presentation and design sensitivity. In particular, students will be graded for their individual development in specific areas such as:

- ♦ The ability to identify project goals, audience, message (as outlined in the Portfolio).
- ♦ Evidence of preliminary investigation through research as documented in the Portfolio.
- ♦ Visual proof of the thinking process (as manifest through the Portfolio).
- ♦ Sensitivity to established design principles and/or the obvious, meaningful relationship between type and image.
- ♦ An obvious exhibition of clean, well thought-out, well crafted Presentation.
- ♦ Attention to proper, responsible digital imaging, computer technique and the Critique process.

Any project turned in with unprofessional attention to mounting (improperly sized, mounted or covered) **or turned in without a clean typed label** (student name, course number, date) **will be downgraded one full letter grade.**

Grading Scale: A = 90-100% B = 80-89% C = 70-79% D = 60-69% F = below 60%

Deadlines: **All deadlines in this class will be met. Projects which are not complete and ready to hang, turn in or be presented at the beginning of class on the day it is due, or at the end of class if it is an in-class assignment, will result in a "D" grade for that assignment or project.**

Critiques: Group discussions critiquing class work will be held throughout the semester. It is vital to know that all critiques evaluate the work and never the person, please be mindful of this fact. Formal **Critiques** will be held upon completion of major projects. Attendance and participation at these critiques is mandatory and will be a contributing

factor in final grading. Work must be hung for Critique during the first five minutes of class. Some assigned exercises will not require a formal critique.

Presentation: All formal Critiques require an oral Presentation by the student of their work. Students should be prepared to speak briefly about their personal interpretation of the problem and what processes they went through to solve the problem using design methods and terms. Students may use notes during their presentation. Following completion the student will be expected to field questions and/or comments from the group and instructor. Students are encouraged to address these comments and questions in a direct fashion using terms and phrases easily understood in the design process. Students may also be required to make written evaluations of their own or others work.

Class Participation: Class Participation is different from Attendance. Actively contributing to the collective class conversation and being supportive of fellow students are considered good Participation. Arriving at the classroom on time, being prepared and showing by means of facial expression and body language that the student is being part of what is going on are other ways that contribute to a positive class atmosphere. Questions are welcome, please ask when something is unclear.

Tests: Lecture notes and handouts will be given throughout the semester. **Students are required to read everything.** Keep all handouts. Take copious notes. Pop-quizzes and scheduled written exams may be given on covered materials. Students may also be given out-of-class exercises and written assignments. These may include short library reports or reviews on exhibitions.

Make-up Policy: If a student is not present for project critique/final deadline, work must be handed in on the day the student returns to class. A written presentation must be handed in with any missed project. Make-up tests will be considered only in cases of excused absence. Tests must be made up on the first day the student returns to class. Quizzes can not be made up. **Absence does not affect deadlines.** In certain cases of prolonged excused absence, work may be made up at a date determined by the instructor.

Attendance Policy: **Students are expected to punctually attend every class and share knowledge, ideas and reactions with other students and the instructor.** It is essential that students come to class **on-time**, and stay until the **end** of class time. Important information may be given each day during the first few minutes of class, and the next period's assignments may be given at the end of each class. Students are also expected to attend because this is a studio art class: an artist is one who produces art.

Lateness of more than 10 minutes, leaving class early and leaving class for longer than 10 minutes in a 90 minute period will be considered an Unexcused Absence. The only exceptions to this will be made by special arrangement with the instructor before the absence is made or immediately after class.

Unexcused Absences: 4 unexcused absences will result in the loss of a full letter grade for the semester. More than 4 unexcused absences can result in a failing grade.

Excused Absences: More than 4 excused absences can result in the lowering of your grade. Excused absences include: Illness/Injury (the student must provide a signed note or letter on official stationary from the attending physician, licensed professional counselor, or psychiatrist including dates of professional services. Death of a Close Family Member (the student must provide an obituary or letter from attending clergy.) Natural Disaster/Traumatic Event (the student must provide a letter stating the extenuating circumstances involved. Any applicable documentation should be provided. Professional/School Related Activity (the student must provide a letter from appropriate department and/or faculty on official stationary.)

Students exceeding (6) absences - excused or unexcused or a combination of both - will result in a failing grade.

It is the responsibility of the student to present excuses and documentation either prior to or immediately following an absence. Messages may be left in this instructor's mailbox in the Art Department main office. Telephone messages can be left with the Division of Art Secretary, Mrs. Connie Doran (448-4597). E-mail should not be used for absence excuses.

Automatic "W": Students considering dropping a class are advised to do so officially at the Admissions & Records Office as soon as the decision is made. No student will be dropped from the rolls; if a student fails to attend class, grading will be according to attendance policy. Thursday, April 7 is the final date to receive an automatic "W" when dropping a class or resigning from the University.

Course Content: Description and instructions will be on the project sheets given out at the beginning of each project.

1. Presentation of company for whom the campaign will be designed.
2. The company logo will be designed.
3. Company letterhead and business card will be designed.
4. An advertising concept will be created.
5. A representation of the company's product will be designed.
6. A brochure for the company will be designed.
7. The complete campaign will be presented to the faculty.

Class assignments, exercises, exams, projects and deadlines may be added, deleted or changed during the semester

according to individual and overall class needs.

Students with Disabilities: If you have a documented disability that requires assistance, you will need to register with the Office of Disability Services for coordination of your academic accommodations. The Office of Disability Services is located in Peltier Hall, Room 100-A. The phone number is (985) 448-4430 (TDD 449-7002).

Student Integrity and Honesty: All aspects of the Code of Student Conduct set forth by the University will be followed in this class. Please acquaint yourself with these giving particular attention to “Acts Constituting Sanctionable Misconduct”, “Copyright Infringements” and “Plagiarism”. In matters of academic dishonesty or severe or repeated disruption of class/lab activities “...the instructor may handle the matter by invoking a maximum sanction of immediate expulsion from the course with a failing grade, ...” Code of Student Conduct. It is expected that students respect one another and each other’s property, refrain from the use of profanity, and refrain from talking or making noise while another is speaking. All students have a right to a quiet ordered atmosphere when working and this will be expected to be maintained by all. Phones and pagers are not allowed to be used in class. Eating and drinking are not allowed in this class.

Class Performance: If a student misses a new project instruction, they should consult with the instructor immediately. **Students should collaborate with but do not depend on classmates for solutions.** Students should not be afraid of making mistakes. The classroom is for learning and making mistakes allows one to learn. **Keep a sketchbook.** Preliminary thumbnail sketches should be somewhat clean and organized in the sketchbook. Keep thumbnails for each project and class sperate. **Do not mix thumbnails with other projects or classes.** Students should retain all mounted projects for job portfolios. Meeting with the instructor for progress evaluation may be arranged by making an appointment.

Equipment Use: Safe and proper use of the equipment is expected of every student. Students are responsible for any damage to studio equipment due to misuse or negligence. The lab’s color printer’s may **only** be used for class assignments. Students in this class may use the Macintosh computers, the scanners, the ink jet and laser printers. Every semester the Computer Labs go through thousands of sheets of paper and vast quantities of toner. **Students need to be mindful of what they print and we urge all students to do so in a manner neither wasteful nor careless.** All reference material needs to be returned to their original place when students leave the lab and all lights turned out when leaving. All paper, erasure crumbs, pieces of tape, etc. need to be discarded by each student leaving a clean work area before leaving each day. **Eating and drinking are not allowed in the labs at any time.**

Student Lockers: Lockers are available for storage and may be obtained by simply purchasing a lock, placing it on the locker and labeling with your name, semester, date and class. Lockers are available on a first come, first serve basis. One locker per semester per floor is allowed. Any student wishing to retain the same locker for a following semester must re-label that locker with the next semester date.