

# Advertising Design & Graphics

## ADV 3203 | Syllabus

[T 3:00 – 3:50; Th 1:55 – 3:50]

280 Florida Gymnasium

### Instructor

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### Description and Objectives

**Course Description** - As technology becomes more pervasive, we are assaulted by a barrage of graphic images. From larger-than-life vivid ads painted on billboards to arousal-inducing prints on clothing, visual information is presented attractively to captivate us, to move us, to persuade us, and to capture our imagination.

In these times of exciting changes in media technologies, it is critical to understand how these images are produced, how they are processed by humans, and the broader impact of these images on society.

The purpose of ADV 3203 is to provide both a basic overview of various forms of visual communication in advertising, and background on the design and print production processes so that you know the basics in creating advertising design.

As we travel in time from cave paintings to virtual reality environments, we will pause to look at a few examples of advertisements as visually communicated through different perspectives; namely perceptual, personal, critical-cultural, ethical, aesthetic and historical (Lester, 2002).

### Objectives

By the end of the semester students should be able to demonstrate basic knowledge in the following areas:

- Principles of design
- Principles of visual communication theory and terminology
- Fundamentals of design and conceptualization
- Basic knowledge of typography and print production

Students will work towards creating and analyzing effective designs. Designs created should reflect the principles and elements of design as articulated in class. It should be underscored that this is not a hands-on design class. However, the basics of design will be introduced in this course.

Students with disabilities or special needs are encouraged to seek information in alternative formats based on their needs.

## Requirements

### Prerequisites

Advertising-major status, and you must have taken or currently be enrolled in ADV 3000. Additionally, most of the elements of the course are presented online. Hence, it is absolutely essential that you have access to the Internet and a working UFL e-mail address.

### Required Textbooks

Adobe Photoshop CS5. Classroom in a book: *The Official Training Workbook from Adobe Systems*.  
 Adobe InDesign CS5. Classroom in a book: *The Official Training Workbook from Adobe Systems*.

### Recommended Textbooks

*Graphics for Visual Communication* by Craig L. Denton.  
*Graphic Design Basics* by Amy E. Arnston

### Required Equipment

- Graphic arts ruler (this must measure points and picas)
- Photographer's loupe (an inexpensive one should suffice)
- Several magazines to bring into class and to cut up for your homework assignments
- Stapler
- Glue stick or rubber cement
- One package of plain, no-line, white paper (like what your home printer uses)

### Software and Lab Access

A number of labs have Photoshop and InDesign. For a complete list of labs, visit the following search page and search for Photoshop or InDesign: <http://labs.at.ufl.edu/hub.php>

### Downloading Trial Software

If you have your own computer, you can download a trial version of Photoshop and InDesign from [www.adobe.com](http://www.adobe.com). However, the trial period lasts only 30 days. I would recommend that you download the software strategically to enable you to complete the assignments in a timely fashion. Also you can purchase your own copy at academic discount rates. Check UF's Office of Academic Technology website for more information (<http://home.at.ufl.edu/>).

## Evaluation

Grades are broken down as follows:

Three examinations + an optional\*, comprehensive final—60% of your total grade

All examinations are listed in this syllabus. These dates are subject to change, but you will be given several days notice if this is necessary.

- Each exam is worth 100 points.
  - For each exam, be prepared to show a photo ID upon request.
  - Also note that there will be more than one version of each exam.
- **Viewing exams:** To review your graded exams, see me during office hours. No exam paper should be taken from the classroom at the time of the exam or from my office after it has been graded. If it's removed, the student's grade on that exam will be a zero, and you will be turned over to the university for cheating.

• **Make-ups.** If you miss an exam due to illness, death in family, court date, or auto accident **AND you notified the professor BEFORE class time**, you will be given a make-up exam. If you did not notify the professor before class OR your absence was unexcused, you will receive a zero on the exam. You also may not take an exam early due to an anticipated unexcused absence. Please note that we don't have facilities for make-up exams, so you will take your exam in my office during office hours. I cannot guarantee a quiet atmosphere nor can I guarantee comfortable seating.

**Optional final:** You may take the optional final if you want to try to better the lowest exam score. IF YOU CHOOSE TO TAKE THE FINAL, you need to notify the instructor by Friday, April 26<sup>th</sup> by noon. You will receive an email verifying my receipt of your request. If you receive no such response, I didn't get your request. The final will AUTOMATICALLY replace whatever your lowest exam grade was regardless of whether you did better or worse on the final. For example, your lowest test grade is a 70, and you take the final and receive a 60. Your 70 will be replaced with the 60.

*In-class assignments/attendance—5% of your total grade*

Throughout the semester, you will be given individual and/or group assignments to do in class. These will be turned in at the end of the class period to the professor for credit. These will be unannounced. I grade these on a credit/partial credit/no credit basis. You will receive full credit if you follow the directions. If you turn in an assignment in which you did not follow directions, you will receive partial credit. If you are not in class and do not have an excused absence, then you will receive no credit.

If you miss class for an excused reason on an in-class assignment day, you will not be penalized. I also have been known to take attendance from time to time so this counts in this category as well.

**If you sign in for someone else, you will be turned in for academic dishonesty (cheating).**

Please take this seriously. This 5% will affect your grade, and I use the in-class assignments/attendance to determine whether I will give you the extra percentage points for a higher grade.

*Quizzes—10% of your total grade*

You'll have 3 quizzes during the semester. Quizzes are available online on Sakai. You will have three chances to earn the maximum points allowed. Each quiz is worth 100 points and you will have 15 minutes to complete each one.

*Tutorials (Photoshop & InDesign)—10% of your total grade*

Throughout the semester, you will be given assignments to help you familiarize yourself with Photoshop and InDesign. These assignments are due on the date indicated on the Calendar (see below).

Late assignments will be given a zero without an excused absence. I do this because it simulates the "real world." In the ad biz if you miss a deadline for a client, you are likely to be fired.

*Design Projects - 15% of your total grade*

Assignments will be evaluated along various dimensions. Scores will be based on creativity, crisp design, sophisticated analytical thinking, attention to detail, and polished writing.

Here are some of the criteria that will be used while grading:

- Connecting your work to readings and class discussion
- Demonstration of technical competence with Photoshop and InDesign tools
- Understanding of visual literacy principles presented in readings or lecture
- Ability to develop creative graphic themes, designs and artwork

Demonstration of effort is an integral part of each assignment and students should strive to present multiple attempts for each assignment. In short, **submitting the first version** of a design element that meets minimum requirements does not guarantee a passing grade. Be sure to save earlier copies of your work to document the process of evolution of your design.

**Note:** Tutorials and Design Projects are due **by the beginning of class**. Students must submit an **electronic copy** and a **hard copy** of the Design Projects on the due dates.

### **Grading scale and other factors**

Final grade scale

90-100 A

88-89.99 B+

80-87.99 B

78-79.99 C+

70-77.99 C

68-69.99 D+

60-67.99 D

Below a 60 E

### **Additional grading factors include:**

- Argumentative, unprofessional, disrespectful and negative attitudes can lower your grade.

### **Follow instructions**

Your grade will reflect how well you follow instructions. (In the "real world," you learn about projects during conversations with AEs and clients. You must listen and take notes). If you don't follow written or verbal instructions on your exams, quizzes, and assignments, you won't receive full credit for your answers or work. Don't be afraid to ask for help when you need it.

### **Class Attendance**

The professor assumes that you're at UF for an education. Roll won't be taken in class everyday, but the pop quizzes, "spot" roll-taking, and in-class assignments serve this purpose. Quiz and exam questions come from the material presented in class lectures, example slides, videos, the book, and class activities. If you don't come to class, you won't see examples or be able to ask questions. In addition, class attendance is where the professor decides whether your 89.7 is a B+ or an A.

### **Excused absences**

In order to receive an excused absence, you must let the professor know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. You may call (I have an answering machine with a time/date stamp on it) or send an e-mail message. Explain why you will not be in class, and bring in written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes. Documentation must be checked before an excused absence is accepted.

**Excused absences include:**

- Religious holidays (only the holiday). Your memo **MUST BE TURNED IN BEFORE** the holiday.
- Documented, **necessary** medical (a doctor's note or prescription) excuse or official documented legal excuse. **Please note:** the Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days. So **DON'T MISS CLASS FOR NONEMERGENCY VISITS** because your note will reflect that missing class was not medically necessary, and I will likely not allow you to make-up any work missed.
- Death in the family. You must provide a funeral program and the phone number of the funeral home for me to verify.
- Car accidents. Again, I will need documentation. There should be a report filed with the police department that you can turn in.
- Course-related activities for other university classes—if dated letter of request is made by the professor of the class on official letterhead. Must be received **BEFORE** the absence.
- University competitive events (that means athletes and not fans). You will need a letter from your coach or the athletic department. These must be arranged **BEFORE** the absence.
- Paid employment excuse—only if your supervisor requests the absence in a signed letter on business letterhead. You may only have **ONE** of these, and it needs to be cleared **BEFORE** the absence.

**What to do I do if I have a terminally ill family member, family emergency, or a family member is involved in a serious accident?**

You will need to have your family contact the Dean of Students Office and have them send a formal letter informing me that you will be absent from class on these dates due to \_\_\_\_\_ (fill in the blank).

**Class rules**

Be on time. In the ad world you'll have to be on time for work and meetings. **No beepers or cell phones.** This is inconsiderate. Absolutely no cheating. If you're caught cheating, you'll fail the class and your case will be presented to higher authorities.

Cheating includes signing documents/class materials for someone else, plagiarism, other people writing your assignments, using notes during an exam, asking someone for answers to a quiz or exam, copying other people's answers, etc. In other words, follow the university's honor code.

**How to do well in this class**

- Keep up with the material as you would for a foreign-language class.
- Ask questions if you don't understand
- Start looking at design and reading the trade press.
- Don't wait until the last minute to study.

**Requesting an incomplete**

It's unusual to receive an incomplete in this class. To get one, you must request it before noon on the last day of class. In your request, you must explain why you need an incomplete.

**Students with disabilities**

"Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

NOTE: if you need special accommodations for exams, you will be taking the exam at the student with disability office and not in my office or in the library, etc. You also must submit paperwork to me before each exam. This is your responsibility so read their letter carefully.

**Honor code**

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

**Course Schedule** (subject to revision)**January 7 + 9**

Introduction &amp; history of design

**January 14 + 16**

Design process &amp; Visual perception

Tutorials - Chps. 1&2 (*Photoshop*) due Jan. 16**January 21 + 23**

Design principles

Tutorials - Chps. 3&4 (*Photoshop*) due Jan. 23**January 28 + 30**

Design elements

Tutorials - Chp. 5&6 (*Photoshop*) due Feb. 30**February 4 + 6**

Typography

Tutorials - Chp. 7 (*Photoshop*) & Chp.2(*InDesign*) due Feb. 6**February 11 + 13**

Color &amp; Photography

Tutorials - Chp. 3 (*InDesign*) due Feb. 13*Quiz 1 due Feb. 15 @ 5:30pm***February 18 + 20 EXAM WEEK**

REVIEW

EXAM 1: Thursday, February 20

**February 25 + 27**

Illustration &amp; Advertising elements

Tutorials - Chp. 4 (*InDesign*) due Feb. 27**March 4 + 6 SPRING BREAK**

NO CLASS - Spring Break

**March 11 + 13**

Publication terms &amp; Print production

**March 18 + 20**

Layout formats

Design Project 1 due March 20

*Quiz 2 due Mar. 22 @ 5:30pm***March 25 + 27 EXAM WEEK**

REVIEW

EXAM 2: Thursday, March 27

**April 1 + 3**

Layout stages, Design careers

Prepress &amp; File creation

**April 8 +10**

Web Advertising, Usability-“Norman Doors”

Design Project 2 due Apr. 10

*Quiz 3 due Apr. 13 @ 5:30pm***April 15 - 17 EXAM WEEK**

REVIEW

EXAM 3: Thursday, April 17

Design Project 3 due Apr. 22

**COMPREHENSIVE FINAL EXAM**

(Optional if you have not missed ANY of the previous 3 exams)

Friday, May 2 from 12:30pm - 2:30pm in regular classroom. No one will be allowed to take this final early FOR ANY REASON.

**Critical dates**Quizzes

February 15: Quiz 1

March 22: Quiz 2

April 12: Quiz 3

Design Projects

March 20: Project 1 due

April 10: Project 2 due

April 22: Project 3 due

Exams

February 20: EXAM 1

March 27: EXAM 2

April 17: EXAM 3

May 2: OPTIONAL FINAL EXAM