

Advanced Design and Graphics - ADV4930 - Fall 2012

Instructor	James Baer
Class	Monday 8th-9th period (3:00-4:55) in Weimer 1098
Lab	Friday 4th period (10:45-11:30) in Weimer 2058
Office	Weimer 2093
Office Hours	To be determined
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Prerequisites 3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023. Coreq: and ADV 3203

Course Description The focus of this class will be to expand the knowledge that students have acquired in Photoshop, InDesign and Illustrator and apply this information in the development of a variety of projects for actual clients with professional supervision. In some cases, students may deal directly with outside clients.

Objectives

- Create ads and collateral material for real world clients.
- Gain new insights into the creative process.
- Enhance ability to generate ideas individually and as part of a team.
- Acquire essential design principles and layout skills.

Required Textbook Hot-Wiring Your Creative Process: Strategies for Print and New Media Designers, Curt Cloninger, Peachpit Press, ISBN: 978-0321350244

Suggested Reading Communication Arts Annuals, Graphis, How, One Show Awards books, Communication Arts (student annual subscription is \$39. www.commarts.com).

Required Materials You will need a Jump Drive; a fat, black magic marker; a pad of unlined 11"x17" paper.

Contacting Me The best way to contact me is by the email posted above. I check it regularly during business hours. Outside of business hours, not so much, so don't expect replies on weekends or evenings. I check voicemail even less often. Email me instead.

Homework – Lynda.com - lss.at.ufl.edu Some homework assignments will include watching assigned Lynda.com video tutorials and turning in the completion certificate that Lynda.com will provide you with once you complete a section. Pay close attention to these due dates for watching video since a few of the videos are a little long you will need to watch them over a period of multiple days for the information to cement. **You have free access to Lynda.com as a UF student just go through lss.at.ufl.edu and click the lynda.com link.**

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 "spot" roll-taking and in-class assignments serve this purpose. 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.

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. Immersion!
- Ask questions if you don't understand
- Start looking at design and reading the trade press.
- Start collecting ads that you find particularly creative/effective.
- Don't wait until the last minute to study or start working on your designs.

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.

The 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.

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.